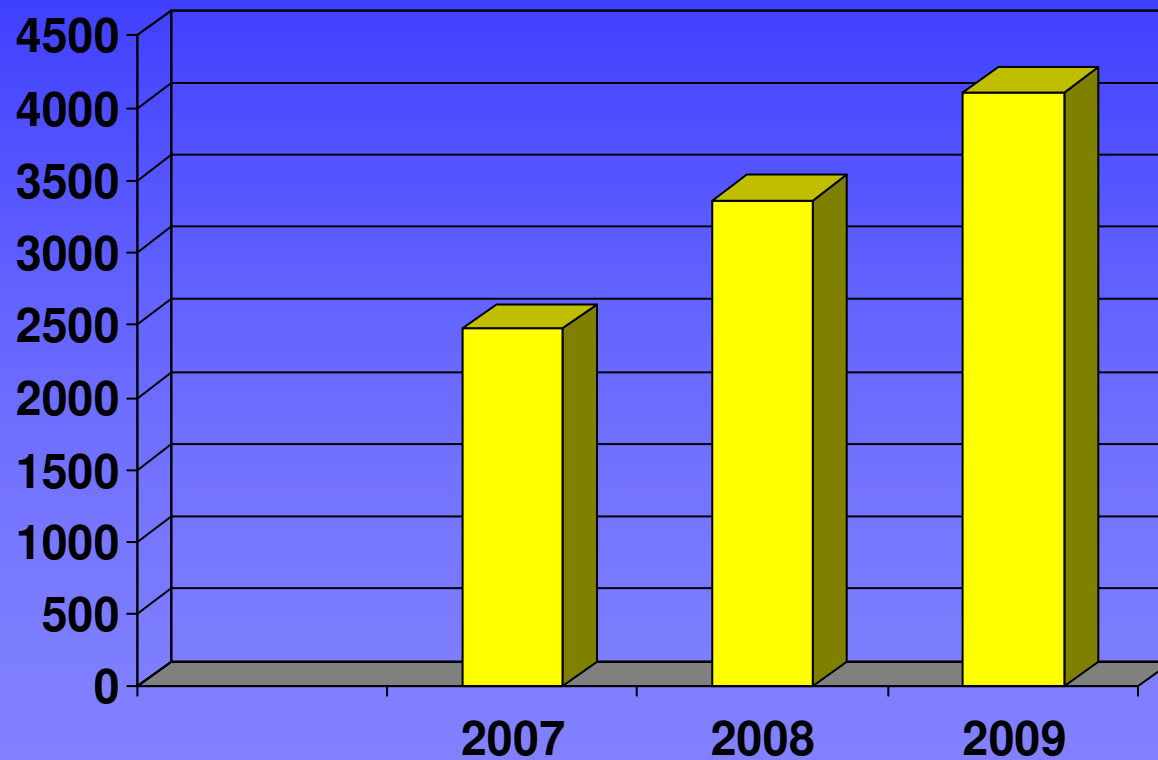


ecommerce
EXPO OCTOBER 20-21 2009
EARLS COURT LONDON

www.ecommerceexpo.co.uk

Attendees

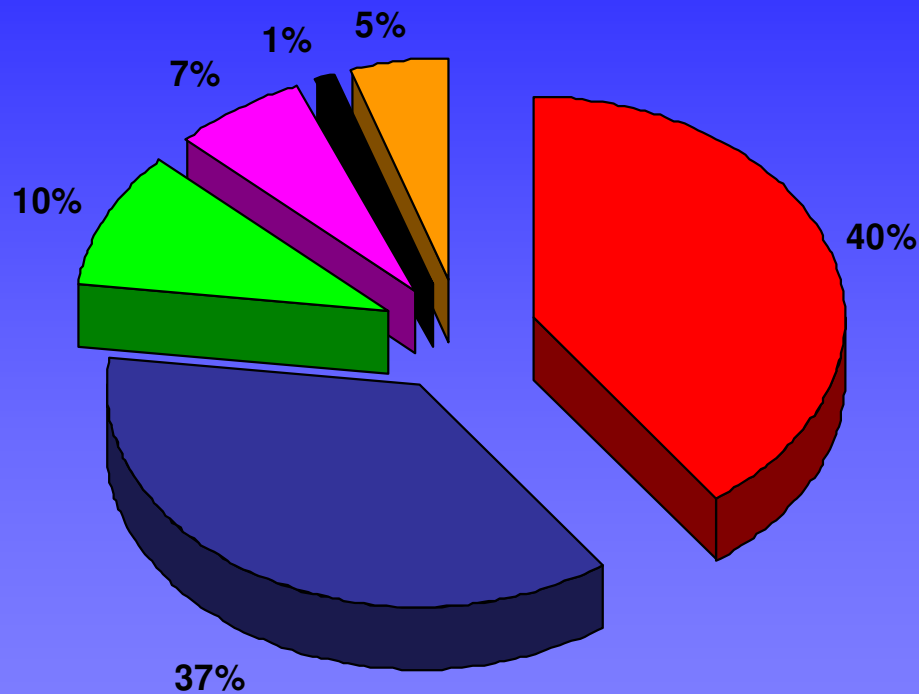
24% increase



Total attendance
4112 subject to
ABC audit, an
increase of 24%
year on year.

2009 subject to ABC Audit

Geographic Split



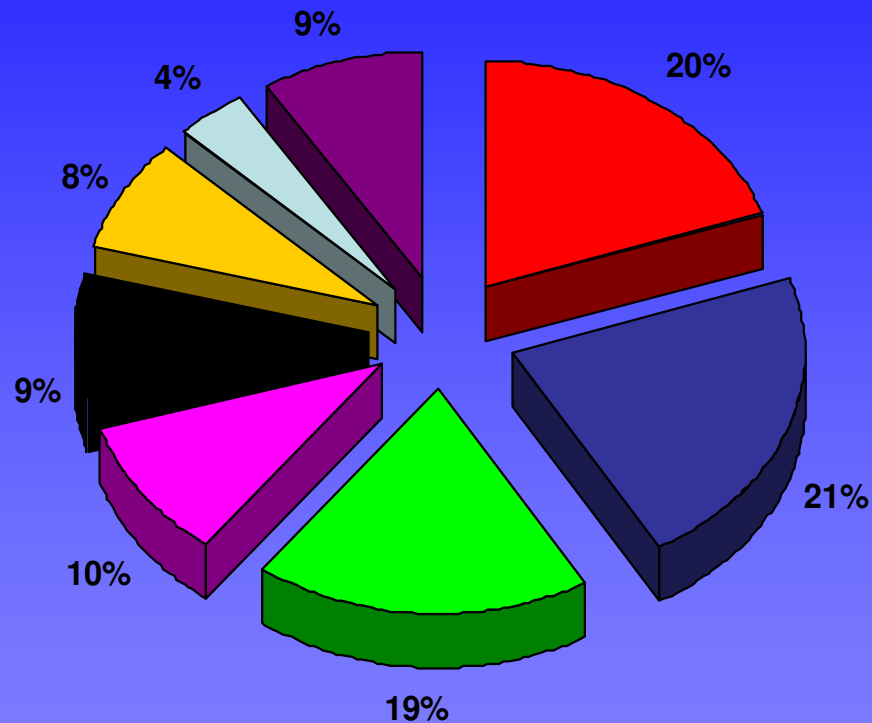
The majority of the attendees came from the southern half of England.

To Meet more e-commerce professionals from the Midlands and north of England visit

www.ecommercenorth.co.uk

■ London ■ SE & SW ■ Mids/Wales ■ North ■ Scotland ■ Overseas

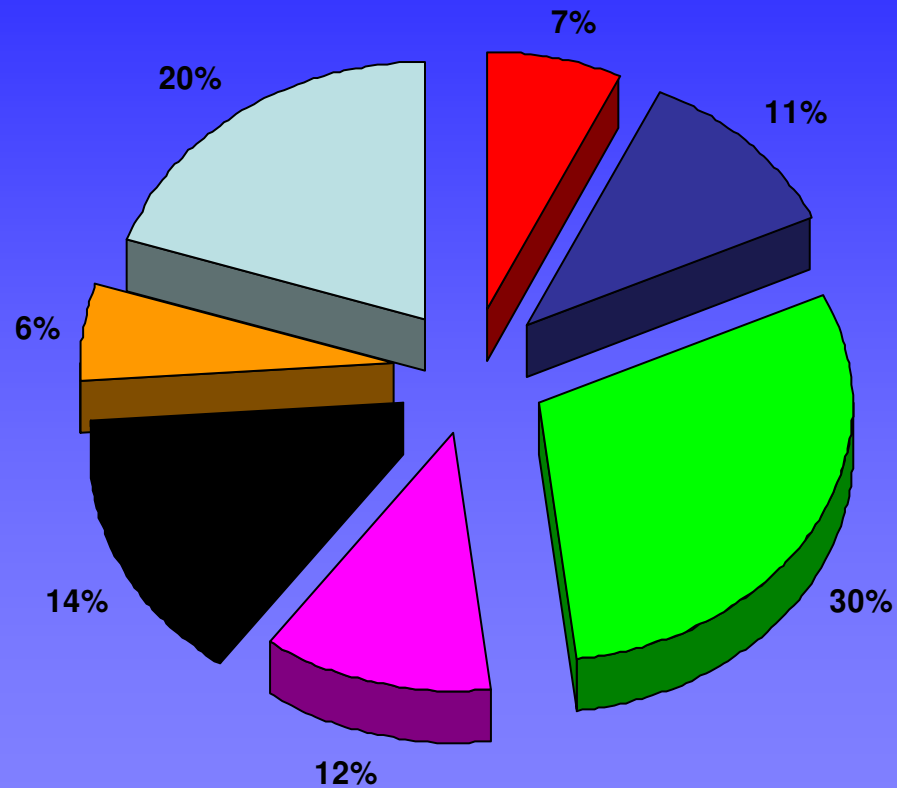
Job Function



Broad range of job titles demonstrating unique nature of visitor audience.

Job title is a very inaccurate guide to who has responsibility for ecommerce within a company.

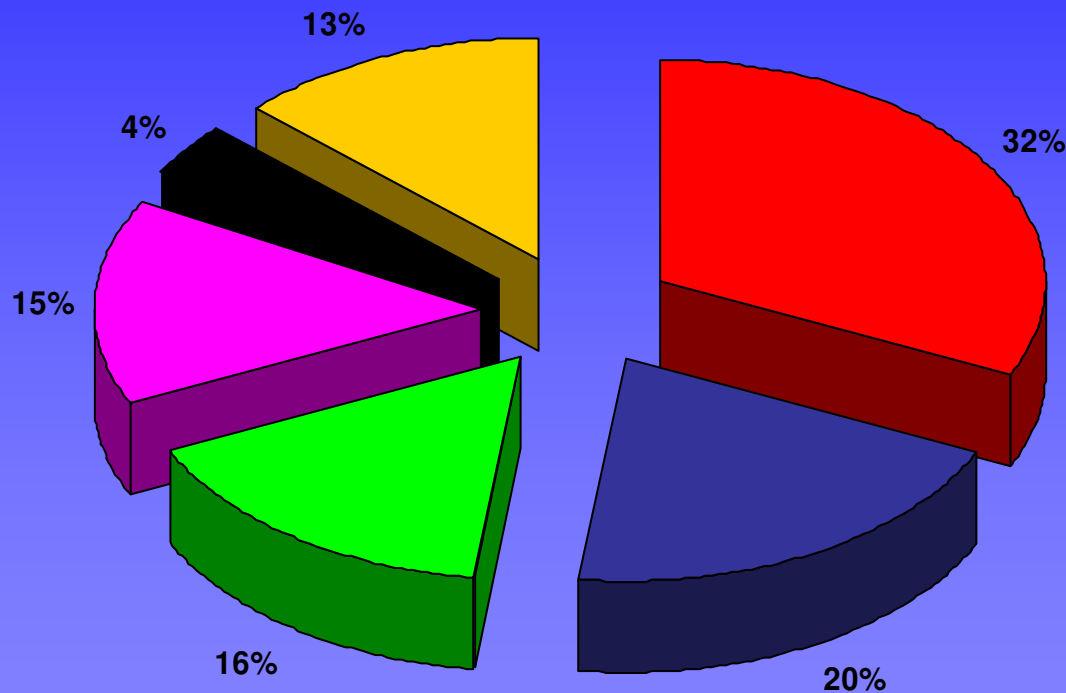
Industry Sector



Retail made up the bulk of visitors by sector with a high proportion of those in “other” being pure play online companies.



Turnover



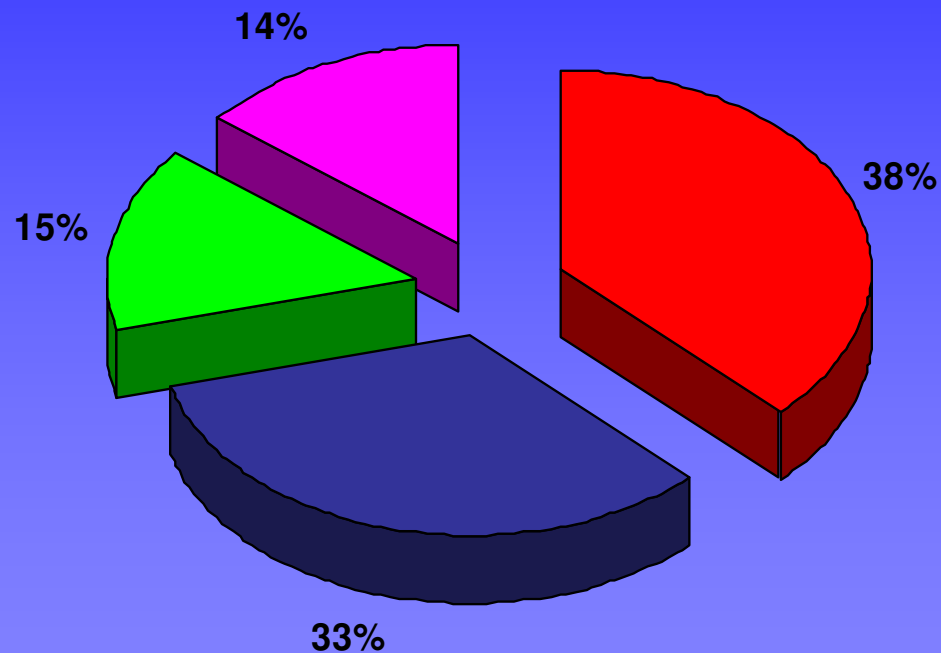
Companies visiting E Commerce Expo have a higher turnover than the UK average.

Many of the companies with a turnover up to £1m are pure play online, and have significant budget set aside for ecommerce investment.

13% of visiting companies had an annual turnover of more than £100m.

■ < £250k ■ £250-£1m ■ £1m - £5m ■ £5m - £50m ■ £50m - £100m ■ £100m >

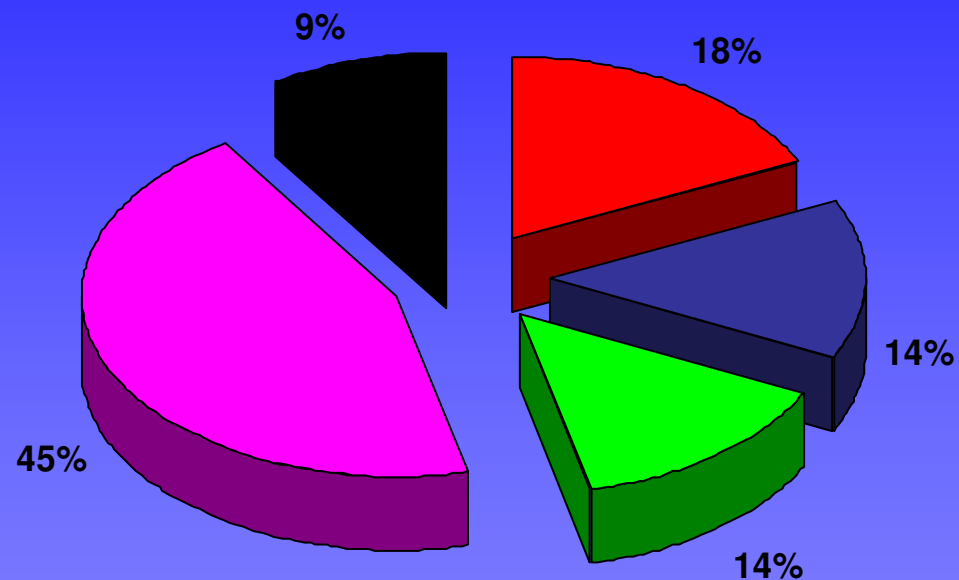
E Commerce Status



Ecommerce Expo is unique in having over 85% of visiting companies doing the bulk of their business' online or following a multi channel strategy.

■ Mainly Online ■ Multi Channel ■ Online not Retail ■ Mainly offline

E Commerce Experience

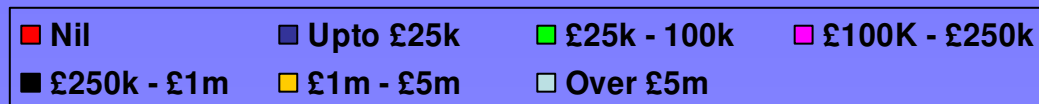
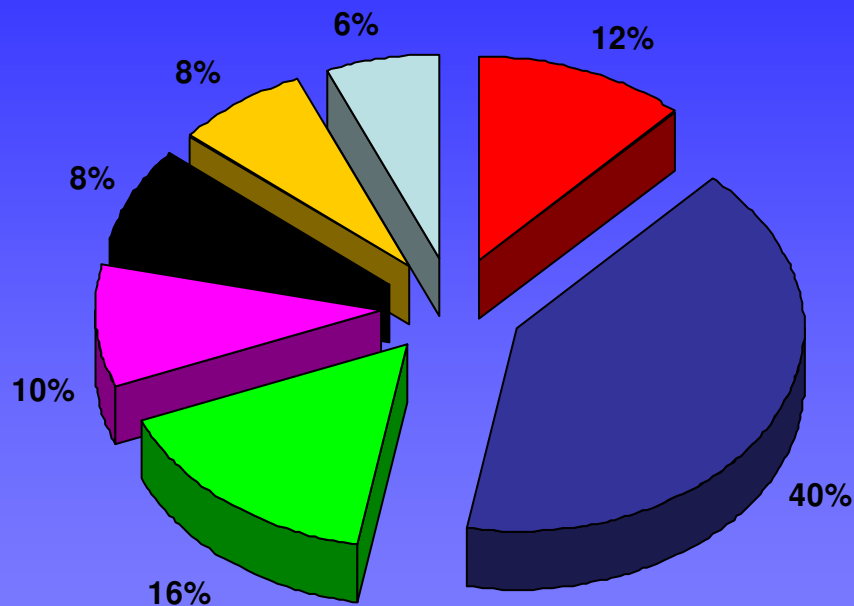


■ Considering ■ Researching ■ Recently Started ■ Established ■ Other

Nearly half the audience have an established e-commerce channel either pure play or as part of a multi-channel business, the show being used to develop this further.

The rest are just getting started or looking for improvements.

E Commerce spend over next 12 months



Nearly 90% of all companies who visited E Commerce Expo had budget to spend on e-Commerce.

A third of the audience planned to spend 100K or more over the next 12 months.

Interesting visitor facts

- 76% were attending for the first time
- 43% attended with 1 or more colleagues
- 76% attended at least 1 conference session
- 64% thought conference was as expected, better than expected or excellent.
- 23% thought the whole event was better or much better than expected.